

AT&T Promotional Card Order Form

Page 1 of 3

Please Fax Order Form to Tom Alesio at 310-456-2512

Date: September 18, 1995



AT&T Contact: Tom Alesio	ATTMail ID: !talesio	Phone No: 310-456-9916	Fax No: 310-456-2512
Company Name: Philip Morris c/o GMR Marketing	Company Address: 16535 West Bluemound Road Suite 230 Brookfield, WI 53005		
Primary Contact: Caroline Petty Yvette Robinson	Title/Position: _____ Manager, Events Group	Phone No: 414-786-5600	Fax No: 414-786-0697

Marketing Overview of Promotion using AT&T Promotional Enhanced Service:Promo give-away to VIP consumer participating in local event and survey.Date Cards and Collateral are to be delivered (at least six weeks from when artwork is provided): 10/20/95Name of Card or Program (can not use "pre-paid"): "Parliamentary Zone - MIAMI"
"Paliamut Party"

Company Customer Service 800 #: _____

(This is needed for Prepaid Customer Service Reps when program is in marketplace.)

Welcome Announcement (suggest 5 to 10 seconds): DAT tape will be provided.Promotional Announcement (suggest 10 to 20 seconds): DAT tape will be provided.**Please Circle One for each of the following**

Production Type:

Cards

or

PIN's Only

Denomination Type:

Minutes

or

Units

Expiration Date on Card:

12/31/96?

→ not correct - we'll know
by this Friday - will
either be 11/21/95 or
12/1/95.

2041962349

Order Information					
A	B	C	D	E	F
Denomination(s) (Minutes or Units)	Order Quantity	Total Minutes	Price/Minute	Price/Package*	Total Price per Card
10 Minutes	3,000	30,000	\$.175	\$.68	\$ 1.43
				Total For Cards	\$ 7,290.00
				Setup Fee	\$ 0.00
				Custom Card Fee	\$ 250.00
				TOTAL ORDER	\$ 7,540.00

* Loose cards

77
want cellophane
wrap - we'd
have an insert.

Shipping Information for Cards/Carriers/Collateral

Shipment will be made 6 Weeks from the Receipt of Completed Form and Artwork

Quantity:	3,000
Company Name:	Phillip Morris, c/o GMR Marketing
Contact Person:	Caroline Petty
Street:	16535 West Bluemound Road Suite 230
City, State, Zip:	Brookfield, WI 53005
Phone No.:	414-786-5600
Fax No.:	414-786-0697

☐ See Attachment for additional locations

Special Shipping Instructions: _____

Please Circle One for each of the following:

Languages: English

Bilingual

Languages for Bilingual: _____

Card Capabilities: Domestic Only

Domestic & International Outbound

Voice Preference: Female

Male

Customer Provided Messages

Artwork Due Date: _____

Deliver Artwork To OR

Receive AT&T Artwork From:

Susan Ramos
Dugan Valva Contess
10 Park Avenue
Morristown, NJ 07960
phone: 201-539-8880 x377
fax: 201-983-2320

AT&T Project Implementation Contact:

Cathy Tomassetti
AT&T
295 North Maple Avenue
Room 5328A2
Basking Ridge, NJ 07920
Phone: 908-221-4533
Fax: 908-221-3040

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If Card Production Needed, Please check all that apply: <input checked="" type="checkbox"/>	
Artwork Approved for Co-Logo <input type="checkbox"/> All Artwork provided to Printer <input checked="" type="checkbox"/> Partial Artwork provided to Agency <input type="checkbox"/> Logo only provided to Agency <input type="checkbox"/>	Special Instructions
Production Loose Cards <input checked="" type="checkbox"/> Loose Cards on a paper carrier <input type="checkbox"/> Cards on a carrier in a plain envelope <input type="checkbox"/> Cards on a carrier in a window envelope <input type="checkbox"/>	7 Cells wrapped individually, with customer provided insert -

Special Instructions & Provisions

All promotional cards must include the phrase "NOT FOR RESALE." on the back card panel.
 This application is one of four ^{"Palramark Party"} ~~"Parliamentary Zone"~~ executions, and these four applications should be provisioned using a distinct, shared "generic" 800 access number, for which no AT&T branding should appear on the network (such as the introductory AT&T "bong tone") or the physical card. Please assign this 800 access number as soon as possible to expedite the card printing process and share this assignment with the client (Caroline Petty) or Tom Alesio. Thank you.

Billing Information

Name: Caroline Petty (SAME AS ABOVE)

Address: _____

Method of Payment: (Please Circle)

INVOICE Net 30 days

VISA

MASTERCARD

AMEX

DISCOVER CARD

Account #

Expiration Date:

Approval/Signature

CUSTOMER

AT&T MARKETING

Signature: _____

Signature: _____

Date: _____

Date: _____

Name (print) Caroline Petty

Name (print) Tom Alesio

Title: _____

Title: Market Manager

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ANY CHANGES TO THIS AGREEMENT MAY EFFECT PRICE AND SHIPMENT DATE

REVISION DATE: 09.15.95

** TOTAL PAGE.005 **